



Shaping the Future

Nutrition Update

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Food and Nutrition Service

Association of State Nutrition Network Administrators
February 21-22, 2007





Overview of Presentation

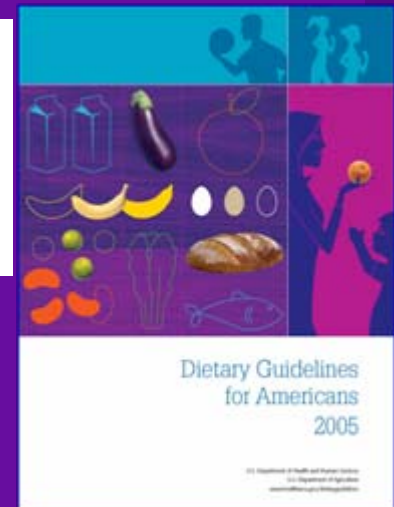


- **National Efforts**
- **Cross-program Collaboration**
- **Emerging FSNE & related Initiatives**

National Efforts to Promote Child Fitness & Prevent Obesity

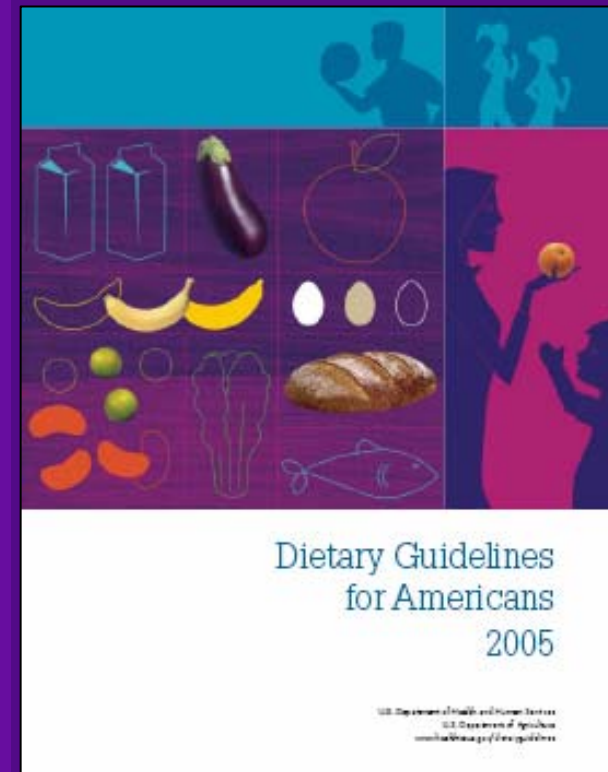
Administration's Actions include:

- Public Messaging Partnerships
- School Wellness Policies
- Outdoor Recreation
- Physical Activity Guidelines for Americans
- Dietary Guidelines For Americans



Policy Implications of Dietary Guidelines for Americans

- Meal Patterns for Child Nutrition Programs
- WIC Food Package
- Thrifty Food Plan
- Existing Nutrition Education Materials



Cross-Program Collaboration

*Connecting for
Success...Now and into the Future*



“Cross-program collaboration among our programs is a standard operating procedure and SNAP a routine process. FNS programs work in concert to deliver consistent nutrition education messages through all program channels to reach America’s children and low-income households and communities.”



Vision



What have we achieved?

- **Regional Cross-program Meetings**
- **State-specific achievements have been noted**
 - **State SNAP Teams are conferring**
 - **SWRO SNAP team developed a cookbook**
 - **MPRO SNAP team is developing posters**





Plans for 2007

- **SNAP Update to State Commissioners**
- **Enhance Communications**
 - **Showcase achievements**
 - **Share SNAP activities via conference calls**
 - **Reassess State SNAP needs**
 - **Updating SNAP Web Site**





Search FNS

- ☐ Search all USDA
- ☐ Search Tips

Browse by Subject

- [Community Outreach](#)
- [Data & Statistics](#)
- [Financial Management](#)
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- [Food Safety](#)
- [Grants](#)
- [Nutrition Education](#)
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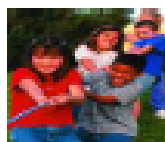
You are here: [Home](#) > [Research](#) > [OANE](#) >

State Nutrition Action Plans

Collaboration is a key component of FNS's long-standing commitment to nutrition and health of Americans. This responsibility is reflected in the FNS mission statement that recognizes cooperation and working together as vital to the delivery of FNS programs. The State Nutrition Action Plan (SNAP) process fosters strong collaboration and information sharing across program lines at the State and local levels.

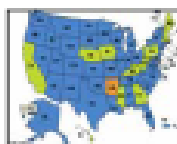
... Working together toward common goals.

Related Topics



The National Picture

- Overview and Vision
- Program Data and Funding
- Tools and Resources
- Guidance and Policy



The State Picture

- Find your SNAP plan, state-specific data, contact persons, and more!
- State-based nutrition education initiatives

SNAP Shots

- [State Nutrition Action Plans](#)
 - [Overview & Vision](#)
 - [Process & Outcome Measures](#)
 - [Get Involved!](#)
- [Guidance and Policy](#)
- [Meetings and Activities](#)
- [Tools & Resources](#)

Spotlight

- [Take Action](#)
- [News from State & Regional Offices](#)

How can we increase the likelihood that our messages are heard?



FNS Core Nutrition
Messages

Can we increase the frequency and intensity?



How can we increase the *appeal* of our messages?



FNS Core Nutrition
Messages

*M*FNS Core Nutrition Messages

consistent

relevant

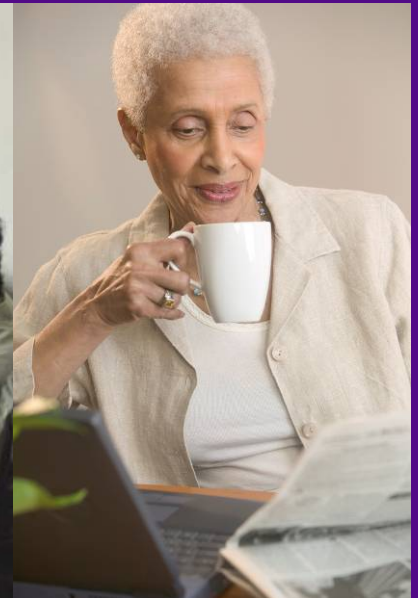
multiple channels

motivational

attention-getting

repeated often

behaviorally focused





Web Sites



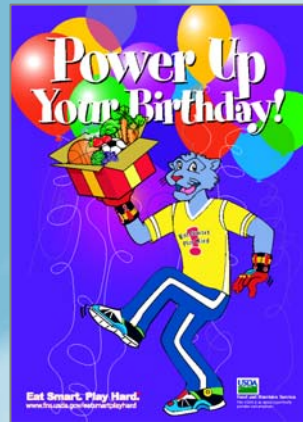
- Sites are popular way to access information
- Over 1.4 million hits in November 2006
 - Bright Ideas
 - Expanded Promotion

Kid's Web Site




Interactive Materials


- Activity Sheets
- Activity and Sticker Book
- Resources for all ages



Healthy Lifestyles Web Site

**United States Department of Agriculture**
Food and Nutrition Service

Eat Smart. Play Hard.™
Healthy Lifestyle



Home | About ESPH | What's New | Help | Contact Us | En Español

Search FNS

Go
○ Search all USDA
○ Search Tips
Browse by Subject
▶ Introduction
▶ Getting Ready
▶ Making Smart Choices
▶ Make it Quick and Easy
▶ Play Hard Your Way
▶ Tools to Help You
▶ Keep Score

You are here: Home > Introduction


Introduction
Welcome to the Eat Smart. Play Hard.™ Healthy Lifestyle! This site is specifically designed for parents and caregivers to provide information to help you eat better, be more physically active and be a role model for your kids. This site contains information and resources to:

- Help you get started,
- Help you make smart choices,
- Prepare quick, easy, and healthy meals that taste good and
- Provide you with tips on how to increase physical activity in your life.

In addition, you'll also find a handy Calorie Burner Chart, the My Pyramid Tracker and the ESPH Tracking Card. With all this information, you'll have all the tools you need to begin eating healthier and be more active every day.


Getting Ready

- Tracking Progress
- Staying with the Lifestyle




Making Smart Choices

- Power of Planning
- How Much Do I Need To Eat?
- Quick and Easy Ways to Start
- Smart Shopping




Make it Quick and Easy

- Smart Start Recipes
- 7 Eat Smart Menus
- Menu Planning Tips



Play Hard Your Way

- Make Family Time an Active Time
- Stay Motivated



Power Panther™ Costume


- Athletic Clothing
 - Power Shoes
 - Power Gloves
 - MyPyramid Logo
- Available on loan or to purchase
- Achievements
 - 750 Events
 - 1.6 million people
 - Over 628,000 miles




Power Panther rides a bike to promote exercise and healthy lifestyles.

Eat Smart. Play Hard.™ *for educators!*

Web Site



United States Department of Agriculture
Food and Nutrition Service



EAT SMART. PLAY HARD.™

Home | About Eat Smart. Play Hard.™ | What's New | Help | Contact Us

Search FNS

Search

- Search all USDA
- Search Tips

Browse by Subject

- What's New
- Campaign Overview & Guidelines
- Get Involved!
- Find Materials
- Power Panther Corner
- Healthy Lifestyle (Parents)
- Kids Page


See Also

- MyPyramid.gov
- MyPyramid.gov (Spanish)
- 2005 Dietary Guidelines for Americans
- FNS Nutrition Link

EAT SMART. PLAY HARD.™ *for educators!*


...encouraging and teaching kids and adults to eat healthy and be physically active everyday.

Eat Smart. Play Hard. provides practical tools to help you in motivating children and their caregivers to eat healthy and be physically active. Messages and materials are fun and based on MyPyramid and the Dietary Guidelines for Americans.




Find Materials Here

Spotlights



Power Panther on the Move!

- United States Tennis Association Partnership
- Cherry Blossom Parade, Washington, D.C.
- Monthly travel report



Featured Material


Check out the new Eat Smart. Play Hard.

Power Panther Corner

Meet Power Panther and Slurp

Invite Power Panther to Your Event


Download Images




Bright Ideas

Bright Ideas

National School Breakfast Week





MyPyramid



Power Plan Lessons

*Integrated. ready-to-go tools for school wellness!
Connecting with kids, families and the community.*

Resources for Promoting Healthy Snacks



Grab Quick and Easy Snacks

Behavior Objective

- Parents and Caregivers who participate in this activity will be able to:
- Identify 5k foods they would prepare in advance to eat as snacks, that are fruits, vegetables, or whole-grain foods.
 - Commit to at least one action to choose and eat fruits, vegetables, or whole-grain foods as snacks.

Target Audience

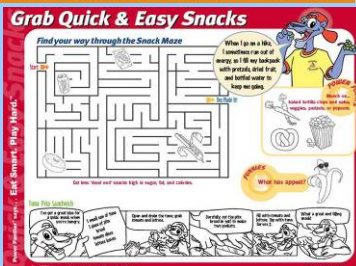
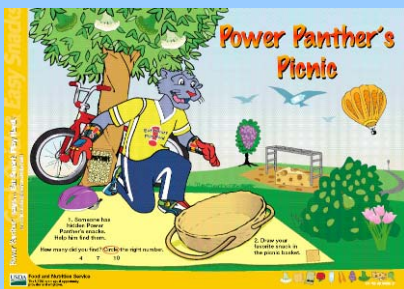
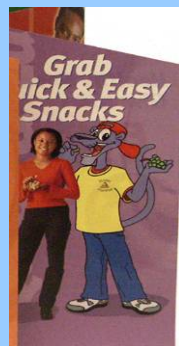
Parents and caregivers

Lesson Overview

20-MINUTE ACTIVITY!
Allow extra time if there are more than 20 participants
Optional: Play the *Power Panther* music as parents gather.

- As an activity opener, parents stand up to talk about their snack habits, and what they think are healthy snacks. The discussion includes a review of how snacks fit into the MyPyramid Food Groups.
- Each parent receives the Grab Quick and Easy Snacks brochure. Using the brochure and the related poster, parents explore snacks they could eat from the Food Groups that are fruits, vegetables, or whole-grain foods. Then they come up with ways to snack smarter themselves and to encourage their children to make healthy snack decisions.
- Parents brainstorm about personal and family snack choices. Identify ways to make healthier snacking easy.
- At the end of the session, parents will write at least one action that they will take in the next week to make fruits, vegetables or whole-grain foods when they make snack choices. Each parent uses the Grab Quick and Easy Snacks brochure to write down the actions they plan to take.

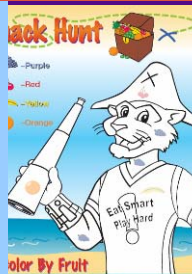
By making wise snack choices, adults can fit more fruits, vegetables and whole-grain foods into their plans for healthful eating.



Come un Bocado Rápido y Sencillo



Power Panther dice:
Eat Smart. Play Hard.
Alimentate Bien y Juega Fuerte.



New Posters

As parents, we can help our children make powerful choices.
Eat healthy and be physically active, *together*.



Eat Smart. Play Hard.™

www.fns.usda.gov/eatsmartplayhard



U.S. Department of Agriculture
Food and Nutrition Assistance
The USDA is an equal opportunity
provider and employer.



As parents, we can help our children make powerful choices.
Eat healthy and be physically active, *together*.



Eat Smart. Play Hard.™

www.fns.usda.gov/eatsmartplayhard



U.S. Department of Agriculture
Food and Nutrition Assistance
The USDA is an equal opportunity
provider and employer.



Membership has privileges

ESPH partners reap the benefits..

- Receive preference in booking
Power Panther costume
- Access to free printed materials
- Advance information about
emerging efforts
- Opportunity for input
- Share information on planned
activities and outcomes



Goals of Initiative:

- Increase access to MyPyramid messages
- Link Food Stamp Program food benefits with FSNE services
- Provide resources to address the needs of low income women



Loving Your Family Feeding Their Future

Nutrition Education Through The Food Stamp Program

- Low-income mothers
- English and Spanish speakers
- Fifth grade reading level





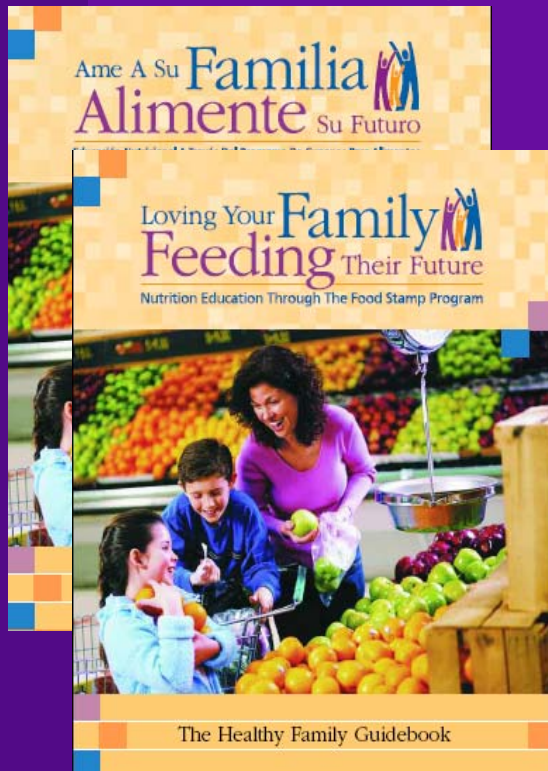
Their future
means
everything
to you

El futuro de
su familia lo
es todo
para usted

- Promotional Brochure in English & Spanish that
 - Links food benefits & nutrition education
 - Helps mothers access services (nutrition education & food benefits)



■ Healthy Family Guidebooks include:



- two weeks of low-cost menus and recipes
- tips for getting kids involved in healthier eating and physical activities
- tips for buying and serving various foods

Loving Your Family Feeding Their Future

Nutrition Education Through The Food Stamp Program

Four Handouts in English and Spanish

What counts as one cup of fruits?

Many people need to eat 2 cups from the fruits group each day.* This handout shows the amount of food that counts as 1 cup of fruits.

* The amount of fruit may vary depending on age, gender, and physical activity level of each person.



1 cup of chopped fruit like fruit cocktail counts as
1 cup from the fruits group



1/2 cup of dried fruit like raisins counts as
1 cup from the fruits group



1 large banana counts as
1 cup from the fruits group



1 large orange counts as
1 cup from the fruits group



3/2 red seedless grapes count as
1 cup from the fruits group



1 cup (8 fluid ounces) of 100% fruit juice counts as
1 cup from the fruits group

Loving Your Family
Feeding Their Future
Nutrition Education Through The Food Stamp Program

Family Meals Easy, Tasty, and Healthy!

You're running in 10 directions!
It's 4 p.m. You need to pick up
your child at daycare, stop at the
store, and run some errands.
And, you need to get ready for
an evening meeting. How do
you put a healthy supper on
the table, too?

A few steps can help you make
an easy family meal - with less
stress. Use the time you save to
enjoy your family.



Plan ahead.

Keep meals simple! You can make healthy
meals fast.

Cook when you have more time - maybe
on weekends. Make soups, stews, or casseroles to
freeze for the next week.

Do some tasks the day before. Wash and
cut vegetables or make fruit salad. Your child
can help. Cook noodles for pasta salad.
Cook lean ground beef or turkey for tacos.
Refrigerate all food items until used.

Fast family meals:

Hearty soup: Add low-salt canned or frozen
vegetables to soup.

Pasta dish: Mix chopped lean ham, cooked
chicken, or tuna, and cooked vegetables, into
macaroni and cheese.

Super chili: Serve homemade or canned
chili over a baked potato or brown rice.

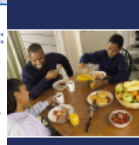
Your ideas:

Loving Your Family
Feeding Their Future
Nutrition Education Through The Food Stamp Program

Cómo Comer Mejor y Ser Más Activo

- ☐ Comer alimentos de cada grupo de alimentos cada día.
- ☐ Usar tazas de medición para aprender cuánto es 1 taza y cuánto es media taza
- ☐ Cortar vegetales crudos como brócoli y zanahorias en trozo pequeños. Mantenerlos en la nevera en recipientes transparentes para meriendas.
- ☐ Cocine las carnes y pescados en una barbacoa, asados o en el microondas en vez de freírlos.
- ☐ Comer frutas como postre.
- ☐ Escoger leches o yogures ligeros o sin grasa. (Recomendado para personas mayores de 2 años de edad)
- ☐ Escoger alimentos de granos enteros, como pan integral, avena, arroz integral y palomitas de maíz ligeros más frecuentemente.

Escriba otras ideas aquí:



Amor A Su Familia
Alimente su Futuro
Nutrition Education Through The Food Stamp Program

¿Qué cuenta como una taza de vegetales?

Muchas personas necesitan comer 2 1/2 tazas del grupo de los vegetales diariamente.* Este folleto muestra las cantidades de comida que cuentan como 1 taza de vegetales.

*La cantidad de vegetales pueden variar dependiendo de la edad, sexo y nivel de actividad física de cada persona.



1 papa dulce grande cuenta como
1 taza del grupo de vegetales



1 taza de frijoles negros cocidos cuenta como
1 taza del grupo de vegetales



12 mini zanahorias cuentan como
1 taza del grupo de vegetales



1 taza de vegetales crudos o cocidos, como las judías cuenta como
1 taza del grupo de vegetales



2 tazas de legumbres verdes crudas, como espinaca cuentan como
1 taza del grupo de vegetales



1 taza (8 onzas líquidas) de jugo místico o de tomate cuenta como
1 taza del grupo de vegetales

Amor A Su Familia
Alimente su Futuro
Nutrition Education Through The Food Stamp Program

Loving Your Family Feeding Their Future

Nutrition Education Through The Food Stamp Program

- Educator's Handbook
- On-line Training Module with video



Educator's Handbook

Loving Your Family
Feeding Their Future
Nutrition Education Through The Food Stamp Program



Loving Your Family Feeding Their Future

Nutrition Education Through The Food Stamp Program

■ Four Discussion Sessions

DISCUSSION SESSION

Vegetables and Fruits

Simple Solutions

SESSION OVERVIEW

This session is intended to help busy mothers include the recommended amounts of fruits and vegetables in their daily meal plans and learn ways to encourage their children to eat fruits and vegetables. Participants will discuss the difficulties of including fruits and vegetables in their family's meals. An educator will facilitate a discussion about solutions to the problems identified by the group. Ideas shared by group members will be recorded on a flip chart. Using simple vegetables, participants will sort vegetables into their *MyPyramid* sub-groups (dark green, orange, starchy, dry beans and peas and other vegetables). Then participants will measure ½-cup, 1-cup, and ½-cup portions of fruits and vegetables. They will be able to visualize what 2 cups of fruit and 2½ cups of vegetables look like (the recommended amount for a 2,000-calorie diet). Participants will then brainstorm some ways to encourage their children to eat fruits and vegetables followed by a discussion of which methods are best and why. Finally, mothers will be challenged to identify and commit to try two vegetables and two fruits during the upcoming week with at least one vegetable being a dark green or orange and they will also identify and commit to at least one activity to encourage their children to eat a year of fruits and vegetables each day.

TARGET AUDIENCE: Mothers with children between the ages of 2 and 18

GROUP SIZE: 5 to 7 participants

NEEDED TIME: 45 minutes

BEHAVIORAL OBJECTIVES:

After the session participants will be able to:

- Identify and commit to try at least two vegetables and two fruits during the upcoming week with at least one vegetable being a dark green or orange one.
- Identify and commit to at least one activity to encourage their children to eat a variety of fruits and vegetables each day.
- Recognize what a 1-cup portion of vegetables and a 1-cup portion of fruits look like.

KEY MESSAGES:

- A family needs a variety of different colors vegetables and fruits each day for good health – not just one type.
- Eat fruits and vegetables at meals and snacking fresh, frozen, canned, or dried and easy on fruit juice.
- Most families need to increase their intake of dark green and orange vegetables and dry beans and peas.

MATERIALS NEEDED FOR SESSION

- Names tags/markers
- Highlighters or pencils (one per participant)
- Flipchart/markers



VEGETABLES AND FRUIT

DISCUSSION SESSION

How Much?

Food and Physical Activity

SESSION OVERVIEW

This session is intended to help busy mothers learn ways to get enough of the right kinds of food, but not too much, and recognize that a healthy lifestyle means paying attention to what they eat and how physically active they are each day. Participants will discuss the kinds and amounts of foods that are needed by women and children. Participants will measure and visualize different size portions of foods. Finally, participants will commit to one action to be physically active during the coming week and at least one action to get the recommended amounts of foods from the *MyPyramid* food groups based on a 2,000-calorie meal plan. The participants will receive two take-home tools to help them achieve these actions by working with their children: *Ways to Eat Smart and Move More* and *MyPyramid for Kids Coloring Page*.

TARGET AUDIENCE: Mothers with children between the ages of 2 and 18

GROUP SIZE: 5 to 7 participants

NEEDED TIME: 45 minutes

BEHAVIORAL OBJECTIVES:

- After the session participants will be able to:
- Identify the amounts of food most women and children need from each food group.
 - Identify and commit to at least one action to get the right amount of foods from *MyPyramid* food groups.
 - Identify and commit to at least one action to get at least 30 minutes of moderate-intensity physical activity most days of the week.

KEY MESSAGES:

- Knowing the amount of food to eat from each food group can help you eat enough, but not too much.
- Measuring foods with measuring cups and spoons can help you see how much food you are eating from each food group.

- Kids need the right amount of food from all food groups to grow strong and healthy.
- Physical activity can help burn off some of the food you eat.

MATERIALS NEEDED FOR SESSION

- Names tags/markers
- Food models (2- and 3-ounce portions of meats)
- Measuring cups and spoons (let participants take home if funds allow)
- Food to measure: cooked brown rice*, pasta*, fat-free milk, low-fat yogurt, cheese slices, fruits and vegetables, peanut butter, hard-boiled eggs, etc.
- MyPyramid* poster – Hang poster at eye level so everyone can see it.
- Handouts for mothers:
 - The Healthy Family Guidebook*
 - Ways to Eat Smart and Move More*
 - MyPyramid for Kids Coloring Page*

TIP: Making rice and pasta ahead of time for class, add oil or can turn-into spray so it does not clump together.



HOW MUCH - 1

DISCUSSION SESSION

Family Time

Active and Fun

SESSION OVERVIEW

This session is intended to help busy mothers and their families be more physically active and make healthy choices for meals and snacks. As an activity opener, participants will show why active they are. Then they will discuss why being physically active is important every day. Participants will work with partners to come up with the challenges of being more physically active every day and share with the group.

The Healthy Family Guidebook participants will discuss ways to fit smart food choices into their daily plans. At the end of the session, participants will be reminded to make being active and eating healthy a part of their daily habits. Participants will make a personal to at least two actions to follow a healthy eating plan and be physically active for at least one day of the week.

UDIENCE: Mothers with children between the ages of 2 and 18

GROUP SIZE: 5 to 7 participants

NEEDED TIME: 45 minutes

BEHAVIORAL OBJECTIVES:

- After the session participants will be able to:
- Identify and commit to at least one action to get at least 30 minutes of moderate-intensity physical activity every day.
 - Identify and commit to at least two actions to follow a healthy eating plan every day.

AGES:

Physically active and following a healthy eating plan can be fun and may improve and healthier life in general. Physical activity is a key factor in getting a healthy body weight for adults.

- Parents play an important role in helping their children make physical activity an everyday habit.
- Most families need to be more physically active.

MATERIALS NEEDED FOR SESSION

- Names tags/markers
- Highlighters or pencils (one per participant)
- Flipchart/markers
- MyPyramid* poster – Hang poster at eye level so everyone can see it
- Lively and fun musical CDs and player
- Resources for mothers:
 - The Healthy Family Guidebook*
 - Optional: Order *Active Family Time* an Active Time as a take home brochure for each participant at www.fda.usda.gov/activefamilytime/



FAMILY TIME - 1

Pause and let the mothers think about the question, then:

ASK:

- How do you decide what to make for dinner?
- How do you make a quick meal?
- How do you make a healthy meal?
- Point to the *MyPyramid* poster and ask, "What ideas does this poster give you?"
- What are your favorite low-cost foods?

Allow mothers to share their responses for each question before moving to the next one. Using the appropriate responses from mothers:

POINT-OUT:

- Healthy meals can be simple – Add vegetables to a favorite low-cost food like packaged macaroni and cheese.
- Cook when you have more time – On the weekend, make a double recipe of a casserole and freeze it for the next week.
- Do some tasks ahead – Wash and trim vegetables or make fruit salad a few hours or the day before your meal.
- Cook in a fast way – Microwave, broil, or stir-fry when you can.
- Make no-cook meals or snacks – Salads with low-cost foods like canned tuna, chicken, or beans; cold sandwiches; raw vegetables with low-fat yogurt or dip; or fruit. Note: Kids like finger foods!
- Use food stamps to stretch food dollars – Make a shopping list, check store sales, and buy generic or store brands.

PLAY THE GAME: MAKE A MEAL

- Have each mother pick two different foods from the "make and serve in a hurry" foods that are displayed on the table.
- After everyone has picked her foods, ask for a volunteer to tell how she would use her foods to make a snack or meal (breakfast, lunch, or dinner). They can add other foods to complete the meal.
- Ask how the participant would make the meal low-cost.
- Give everyone an opportunity to make a meal or snack. Write the menus on a flip chart or blackboard if available.

ASK:

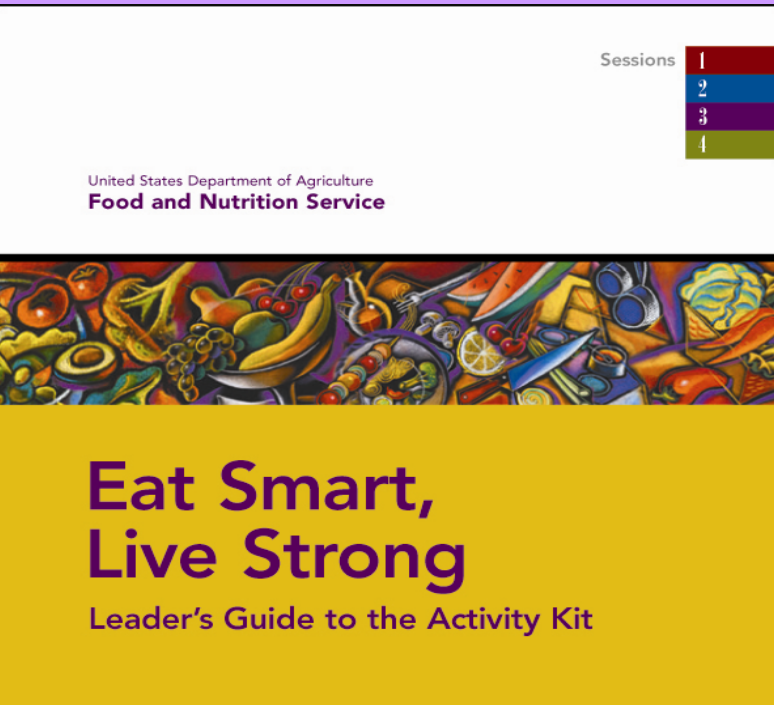
- How can your children help make a meal? Let the group brainstorm some ideas. Write the ideas on the flip chart.



FAMILY MEALS - 1



Eat Smart, Live Strong

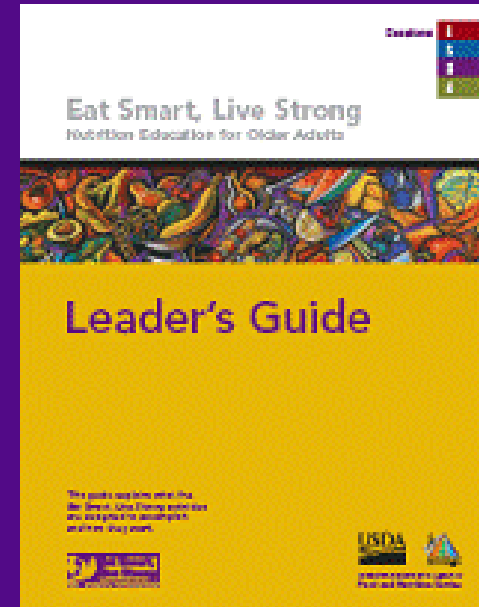


- Low-income adults (60-74)
- Physical Activity
- Fruits/Vegetables

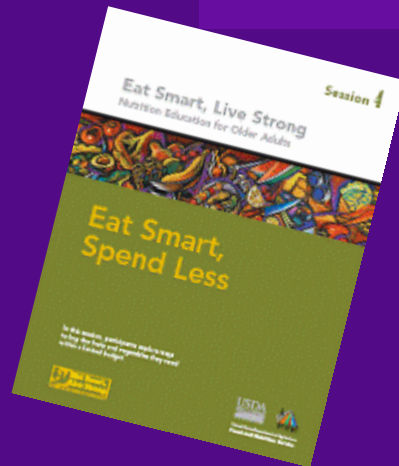
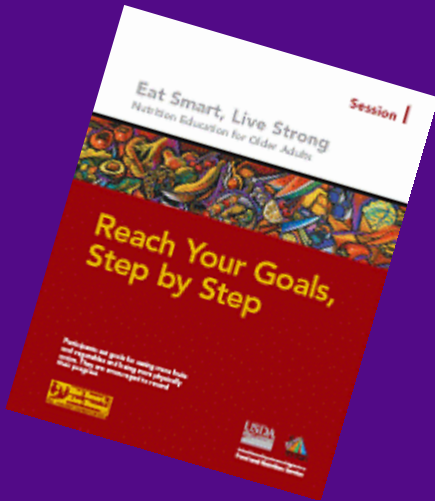


Eat Smart, Live Strong

- **Leader's Guide**



- **Discussion Sessions**
- **Handouts for Consumers**



Third National Nutrition Education Conference

NUTRITION CONNECTIONS
PEOPLE • PROGRAMS • SCIENCE • COMMUNITY

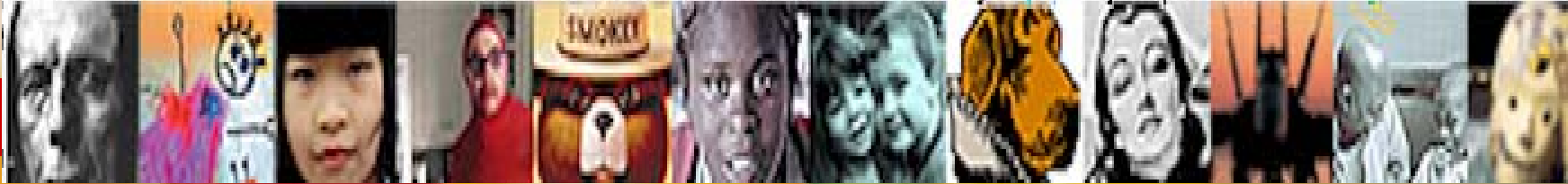


**FNS NATIONAL NUTRITION
EDUCATION CONFERENCE**

- Slated for August 2009
- DC Metro area



Ad



Promoting Healthy Eating-Preventing Obesity

- Focus is on healthy eating and physical activity behaviors
- Targets women and children
- Includes print/radio/TV media campaign
- Expected launch in 2007



MyPyramid Guidance for Pregnant & Lactating Women

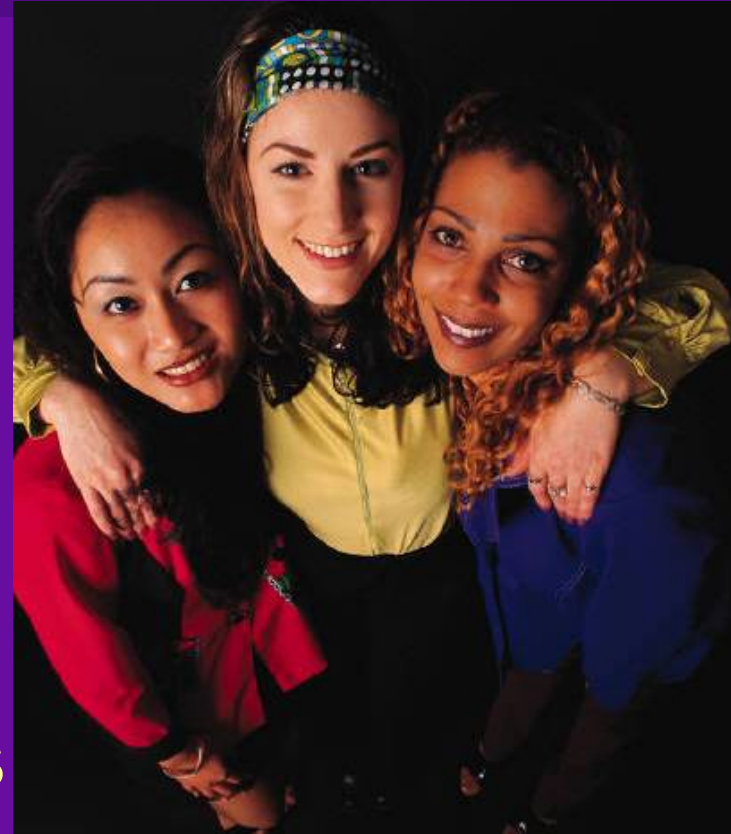


Web page will include

- information to help women use the MyPyramid pattern
- links to other government sites on pregnancy and lactation
- cautions/suggestions that are important to this audience

Summary

- ☀️ Healthy lifestyles remains high on the national agenda
- ☀️ The investment in NE & promotion is significant
- ☀️ Connecting our resources and focusing our efforts help to maximize resources
- ☀️ We face many challenges, but together we can continue to make progress.



Thank You!



Eat Smart,
Play Hard
Everyday!

If you want to be like the Power
Panther...

